



Tealium Customer Data Hub

Reviews, tips, and advice from real users



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Product Recap



Tealium Customer Data Hub

Tealium Customer Data Hub Recap

Tealium Customer Data Hub is a versatile tool acclaimed for its effective tag management, seamless data integration, accurate audience segmentation, and real-time data processing. It boosts organizational efficiency, enhances personalization, and supports dynamic decision-making, making it a vital asset for improving digital marketing efforts and data governance in various enterprises.

Valuable Features

Excerpts from real customer reviews on PeerSpot:



“The vast amount of native connectors that Tealium has in its marketplace is valuable to us.”



Eric Blickley

Director, Digital Solutions at Epsilon



“The product's deployment phase is really easy.”



Estíbaliz Fernández Palacios

Digital Marketing Manager at Esti Fernández



“I really enjoy Tealium as a whole, including its tag management part and its CDP capability.”



Mihai Milea

Digital Strategy Manager - Tealium SME at Indegene



“The product is super easy for anyone to learn.”



Vamsi Krapa

Software Engineer at a tech services company with 1,001-5,000 employees



“The baseline creation of the tags is one of the tool's features that I like.”



HARMEET-SINGH

Associate Technical Delivery Manager at a tech vendor with 1,001-5,000 employees



“The tool offers a wide variety of extension stacks.”



Shashikant Waghmode

Manager at Capgemini



“The feature I like the most in Tealium Customer Data Hub is AudienceStream CDP. It's the main product with many features, allowing us to build complex and straightforward use cases directly. Tealium Customer Data Hub is an easy tool to use. The client and server sides are user-friendly, especially the server side, including Tealium CDP, EventStream, and AudienceStream. Marketers without technical knowledge can quickly build use cases in audiences and connect them to vendor channels. No technical knowledge is required for these users. The platform offers easy integration and implementation. While technical aspects exist for building more complex use cases, a marketer can directly develop and implement use cases quickly in the platform.”



Verified user


Senior CDP Specialist at a marketing services firm with 51-200 employees

What users had to say about valuable features:

“The best thing about Tealium is that we can customize the tracking features. Instead of using OoB features, we can write jQuery JavaScript and inject it into the page. A beginner can easily learn the tool..”

VenkataSuresh N.

Technical Manager at DesIDEA Software Technologies

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“I like AudienceStream. The tool helps us see the audience's journey. The product is easy to use. I joined the company as a fresher. I completed the courses on Tealium and was able to understand the tool after getting hands-on experience for two to three weeks..”

Monendher Narvaneni

Software Engineer at Indegene

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“Tealium differs from Google Tag Manager and Adobe Launch. It allows you to manage different environments easily. For example, you don't have distinct environments in Google Tag Manager. When you want to work on development sites, preview the changes before publishing them to a production website. In Tealium, however, you have separate environments, so you can quickly push changes to a dev environment to test everything..”

Miki Esteban López

Senior Digital Analyst at Accenture

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“Tealium Customer Data Hub comes with many features. My company also has a tag management system on the client side, and we have data enrichment and everything on the server side. On the server side, we can have different data sources, which will come from any source. We also have multiple customizable connectors. There are no restrictions on where my data can be sent. I can send it to any platform as long as I have an API key with it. The freedom to play around with the data is the key..”

Vamsi Krapa

Software Engineer at a tech services company with 1,001-5,000 employees

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“If we talk about Tealium iQ, it has quite a lot of functionalities, starting from enhanced JavaScript codes, which we can integrate for different purposes, and then also the in-built features of the tool along with the user-friendly UI, which makes it very easy to understand and also to operate are good. If you are new to Tealium, it won't be that complex for you to understand it. Talking about Tealium AudienceStream Customer Data Platform, compared to other CDP tools, it is very much more user-friendly. You won't require lots of coding knowledge or any knowledge related to data to understand the UI. The UI is pretty simple and very easy to work with, in general..”

Pritam Deb

Senior Analyst at Accenture the Netherlands

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“I really enjoy Tealium as a whole, including its tag management part and its CDP capability. I'll break it down into two parts. Tealium is the only tool available on the market for tag management designed properly for enterprise users. It already has a lot of ready-made integrations that you can customize according to your needs. Tealium's system combines tags with the concept of extensions.

The way in which you can scope these extensions will allow you to greatly simplify your work when it comes to managing complex implementations. You could theoretically do the same things with Google tag manager. Generally, simple things are easier to do in Google Tag Manager. Very complicated things are done in a much easier, much smoother, and much more logical way Tealium compared to other tag management tools.

Tealium is a complex tool. Although it's advertised as a no-code platform, that is really not the case. If you use your tag management system at a high enough level, you cannot rely just on the ready-made integrations and the out-of-the-box features. The same thing applies to Google Tag Manager.

In many cases, you will also need to write code. However, Tealium allows you to deploy that code and control it throughout your implementation at a much more granular level, allowing you to do complicated things in a very streamlined fashion.

For the Tealium CDP part, the tool has many ready-made integrations, and the concept of Webhooks allows you to integrate with pretty much anything else. The available consent manager integrations also make sending consent values across your entire tech stack much easier. It's part of the same platform and designed to be easily integrated with most consent management platforms.

This consent integration feature is great for integration between your tag management and your CMP. You will still need to develop your own CMP or consent manager for extremely complicated scenarios. However, developing your own consent manager is much easier because Tealium has the consent manager API, which allows you to use a lot of ready-made functionality within your own code. The heavy lifting of that technical solution is handled through the API.

For that sort of work, you need a developer. You won't be able to use someone who just analyzes data. You need someone technical who understands the JavaScript behind it to deliver this solution. It will be much quicker for a developer to deliver this solution using Tealium's APIs rather than coding everything from scratch and doing DevOps work to build the infrastructure.

With Tealium, you can use your own infrastructure alongside Tealium's API. You need to write your own custom functionalities that you can integrate with Tealium's API capabilities..”

Mihai Milea

Digital Strategy Manager - Tealium SME at Indegene

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Other Solutions Considered

“We used Adobe Launch and Google Tag Manager before using Tealium. We are a service company that services our clients. We onboarded Tealium because our client has decided to move to Tealium..”

Sugam Khokhani

Program Manager at eClerx

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“My company chose Tealium Customer Data Hub because it has guidelines intended to offer more data privacy. My company is in a sector where our user data is very important, so it should be very secure. The product comes with some security tools..”

Vamsi Krapa

Software Engineer at a tech services company with 1,001-5,000 employees

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“I don't know why my company chose the tool. I would say the decision was made during business discussions. As a technical developer, my job is to work on the platform..”

Pritam Deb

Senior Analyst at Accenture the Netherlands

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“We can track things using Qualtrics, too. We can see the statistics and conversions. However, Qualtrics does not have many leverage concepts. I have also used Usergram. We can do a lot of customization on Usergram, but it is not user-friendly. Tealium is more user-friendly and easy to use, and we can do many customizations using it..”

VenkataSuresh N.

Technical Manager at DesIDEA Software Technologies

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“We did a proof of concept between Tealium and several other market leaders where Tealium's match rate was clearly the highest. Tealium's connectors are exactly what the client wants. They're all in real-time. They connect very well. They support every industry standard that's out there for third-party connectors. Tealium is a class above all of its competitors..”

Eric Blickley

Director, Digital Solutions at Epsilon

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“I work with Google Tag Manager and Adobe in parallel with Tealium Customer Data Hub. Certain clients have certain technical stack requirements, and we adjust to those requirements. It is fine if a client absolutely wants to use just Adobe products for their tech stack. In some cases, it makes sense because they have a particular need.

For Adobe Analytics, it makes sense to use Adobe Launch for tag management and other Adobe products. Clients also get bulk prices if they get the whole thing from a single vendor. Clients will always have commercial reasons to choose one tech stack over another.

We do tell them what we believe is better, and Tealium is definitely one of our favorite tools for CDP and tag management systems. However, Tealium is a tool for enterprise. You're probably better off with Google Tag Manager if you're running a small to medium organization. It's easier to use Google Tag Manager, and you don't have any running costs. With Tealium, the costs are significantly higher..”

Mihai Milea

Digital Strategy Manager - Tealium SME at Indegene

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ROI

Real user quotes about their ROI:

“For three years, I have used Tealium. Our clients also used Tealium. Our clients have been using the tool for quite a long time. It is a reliable tool..”

Pritam Deb

Senior Analyst at Accenture the Netherlands

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“Tealium Customer Data Hub is definitely worth the money for a large-scale project or very large companies. If you have a very large company that does very complex e-commerce work, you will need a smaller team of Tealium specialists to do all the setups for you compared to Google Tag Manager.


However, if you have a small company like a corporate website, Tealium is not a great choice because it will be very expensive, and your needs are very basic. You shouldn't really have to pay Tealium specialists to manage your tags on that very simple website. You're only using very standard events and hardly any important customizations.

For very large projects, Tealium always has a positive return on investment. I've never seen any companies looking to switch over from Tealium. They have considered other alternatives but quickly concluded that it's not worth switching. Those who start using Tealium will generally stay with Tealium because there is no better tool for enterprise-level customers.

Tealium is very, very scalable and designed with enterprise in mind. You have, by default, multiple environments. You divide your environments into testing and production. That is done out of the box, and you have capabilities that will help you test your setups between websites.

Let's assume you have a Tealium profile on one website. You can pull your configuration from one of your other websites and test it on that website. You can do an analysis to understand how your setup behaves on a different data layer..”

Mihai Milea

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Digital Strategy Manager - Tealium SME at Indegene

Use Case

“We use the solution for administration configurations and tracking purposes. We have an e-commerce application. When users log in, we track who they are, when they log in, and what they purchase. We track links and shopping carts..”

VenkataSuresh N.

Technical Manager at DesIDEA Software Technologies

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“We used the solution to create a website for the client, who wanted a completely new, branded website. I set up everything on Tealium, including Adobe Analytics and other website analytics tools. Additionally, I configured marketing tags such as Google Ads and managed cookie consent through OneTrust..”

Miki Esteban López

Senior Digital Analyst at Accenture

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“We use Tealium Customer Data Hub for various use cases, depending on the market and different brands. For example, I work with hospitality, e-commerce, and other brands like Customer. It covers all the brands in the market. We use it for primary use cases like cart abandonment or browser abandonment, churn prediction, customer retention, purchase behaviour, and video engagement..”

Verified user

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Senior CDP Specialist at a marketing services firm with 51-200 employees

“My company is into CDP tools. Based on user behavior, my company chooses the next best action that needs to be done. All the data my company has, even before we had Adobe or some other different systems, needs to be tracked to know the behavior of users, which is why all the data will be dumped into Tealium. Based on the user requirement, we do what's best for marketing..”

Vamsi Krapa

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Software Engineer at a tech services company with 1,001-5,000 employees

“As I work in an organization, I have seen our clients use the platform as a customer data platform, tag management, and for all such purposes. Previously, I was using the tool for a pharmaceutical client.

Tealium Customer Data Hub was used to capture all customers' web interactions. We also used Tealium CDP to launch various campaigns. Currently, we are using Tealium iQ to engage customers..”

Pritam Deb

Senior Analyst at Accenture the Netherlands

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“Tealium is generally used for tag management and its CDP capabilities. I've also used it as a consent manager for a very large project for HSBC. No CMP on the market could handle HSBC's very complicated scenarios. Within that project, we understood that the CDPs available on the market can't handle situations where you have subdomains owned by different entities and the main domain owned by different entities.

The conditions set up for each subdomain are different from each other. In terms of auditing capabilities, the CMPs claim that their scanning abilities are rock solid, which is absolutely not the case. Therefore, we have to build a custom solution based on Tealium's consent manager in combination with the Google Cloud Platform for a consent logging solution. We also used the observed point to run a quality assessment for the solution that was built.

With Tealium, I'm mainly focused on tag management and its CDP capabilities. For the CDP capabilities, I'm using it alongside a very large team. So, I'm the Tealium SME for a team of 70 Tealium specialists. We use it in a very complex scenario where Tealium works as the omnichannel campaign orchestrator.

All the data is passed through Tealium to capture the initial sets of data from various online and offline data sources and then send them to the reporting systems so that they can be analyzed from that point on. This connection happens on the server side..”

Mihai Milea

Digital Strategy Manager - Tealium SME at Indegene

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“I don't know whether it was specific to our project, but the solution's deployment was a bit difficult. A person who does not know the tool would find it a bit difficult to deploy it..”

Shashikant Waghmode

Manager at Capgemini

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“The product's initial setup phase is very easy. You just have to put a small script in your environment, and everything is done. You can then start with all of your configurations. I would say that the setup is not difficult at all.

The solution is not deployed on the cloud..”

Pritam Deb

Senior Analyst at Accenture the Netherlands

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“There are some other people in my company who are involved with the installation process of the product, but there is nothing much in it since it is a cloud-based product that we are using through Google Chrome. The admin team takes care of the access, and I am just a developer.

The solution is deployed on the cloud. I use the tool on Google Chrome..”

Vamsi Krapa

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Software Engineer at a tech services company with 1,001-5,000 employees

“The initial setup of Tealium Customer Data Hub can be straightforward or complex, depending on the website or brand and its number of sources. For example, one website with fifty pages will be brief, and users can start with creating a data layer and data collection process, getting it started within one or two months. However, if many use cases or integrations with other platforms are required, the timelines will be longer and more complex..”

Verified user

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Senior CDP Specialist at a marketing services firm with 51-200 employees

“The solution's initial setup is not straightforward. I wouldn't call Tealium a straightforward tool because it has a steep learning curve. However, once you understand its concepts and if a technical person uses it, then you will really enjoy it. The learning curve with Google Tag Manager is much smoother, but it becomes extremely complicated when you start doing complicated things.

Tealium is generally a very stable tool. There are times when Tealium struggles with data processing, just like any other provider, including Google, Adobe, or Microsoft. However, it has a pretty good notification system and very good support that will sort out these infrastructure issues very quickly..”

Mihai Milea

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Digital Strategy Manager - Tealium SME at Indegene

“The solution is deployed on the cloud. It also offers a private cloud. I've been involved in over five deployments. The ease of deployment is relative to the support the client gives. I've been a part of deployments where clients don't respond to Tealium questionnaires, don't show up to meetings, or don't provide adequate forecasting or requirements gathering.

Every headache I've encountered has always been on the client's side. It's never been on Tealium's side. The implementation is smooth sailing when clients are responsive and cooperative, work through the process, and have a good two-way communication channel. It is very easy and quick..”

Eric Blickley

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Director, Digital Solutions at Epsilon

Customer Service and Support

“The technical support team at Tealium is very useful. If we have any issues and raise a ticket, they resolve them within two to three hours. For really critical issues, it may take up to one day, but it usually takes two to three hours. .”

DEEPAK SINGH THAKUR

Software Engineer at Indegene

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“I have contacted the solution's technical support several times. I rate the technical support an eight out of ten. The support team mostly provides crisp solutions. When we encountered an issue related to a bug, the support team provided immediate solutions. There were a few areas where the support team said that they would work on it, but it takes some time..”

Pritam Deb

Senior Analyst at Accenture the Netherlands

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“The solution's customer support is better than that of Google support services and Adobe. Tealium provides the best enterprise-level support that I've come across. The support team is very knowledgeable and generally very quick. It also depends on the relationship you build with the support team over the years. Tealium provides the top technical support you can get for an enterprise tool..”

Mihai Milea

Digital Strategy Manager - Tealium SME at Indegene

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“My evaluation of the solution's technical support depends on the person who receives the ticket in Tealium's support team. My company has had good experience with the product's Spanish technical team since it was easier for my organization to explain the issues. I think that sometimes, junior technicians attend to customer issues. I rate the support a seven out of ten..”

Estíbaliz Fernández Palacios

Digital Marketing Manager at Esti Fernández

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“Regarding support, the Tealium Customer Data Hub team is responsive. Whenever I have any questions or need clarification, I can contact support, and they provide the resolution. Recently, they introduced three tiers of support: Basic, Enhanced, and Premium.

Previously, the Basic tier covered all support tickets, but now, more detailed assistance is included in the Enhanced version. Essential support now only helps with activation, user, and platform access. For more in-depth help with implementation or troubleshooting, you need Enhanced support..”

Verified user

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Senior CDP Specialist at a marketing services firm with 51-200 employees

“The customer support people are never farther than a phone call or email. They respond very quickly. I've never had them not fix something. The resolutions are always exactly what we need. At Mattress Firm, our most important days were the holiday weekends. We had the biggest sales. One of my developers configured something incorrectly during those days. It was very easy to submit a support ticket to Tealium. Within an hour, somebody called me and had it fixed. It was on a holiday weekend. They have extraordinary support.

If we mess up something and need one of Tealium's engineers to configure it, it will come under additional support hours. It has a very good value. It's far less expensive than sorting something out ourselves. .”

Eric Blickley

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Director, Digital Solutions at Epsilon

Other Advice

“I recommend Tealium to others looking for a CDP. It offers significant benefits over competing products, particularly regarding flexibility and integration capabilities. I advise anyone considering Tealium to go for TLCDP if they need to build various use cases quickly without starting from scratch. It's very user-friendly and allows for seamless integration across different data sources. I would rate Tealium Customer Data Hub an eight out of ten..”

Verified user

Senior CDP Specialist at a marketing services firm with 51-200 employees

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“My organization purchased the licenses recently. We publish the profiles. The product has a good community. It provides free documentation on the website. It is easily understandable. Anyone who has a background as a developer can understand the documentation easily. I will recommend the product to others. Our clients bought the tool and asked us to implement and customize it. Overall, I rate the product an eight out of ten..”

VenkataSuresh N.

Technical Manager at DesIDEA Software Technologies

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“I recommend the tool to others, especially if they are into personalized marketing automation area.

The product is super easy for anyone to learn.

I rate the tool an eight out of ten..”

Vamsi Krapa

Software Engineer at a tech services company with 1,001-5,000 employees

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“One can use Tealium because it is a user-friendly tool. It is not that much of a complex UI where you have to spend more time understanding the UI. It has a pretty simple UI. If you want to use Tealium, you will have to have a bit of knowledge of the data layer and JavaScript. It is a very user-friendly tool. Definitely, one can use it.

I rate the tool an eight out of ten..”

Pritam Deb

Senior Analyst at Accenture the Netherlands

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“I'm a customer of the solution, but the company I work for also has a partnership with Tealium. We use the solution for our company's day-to-day uses, and our company does implementations for healthcare companies like AstraZeneca and GSK.

I also wrote the code for GSK's consent manager. It wasn't nearly as complicated as what needed to be done for HSBC. Still, they prefer using the consent manager from Tealium rather than the CMP. They could have used the CMP if they wanted to, but they wanted to use Tealium for it.

Overall, I rate the solution ten out of ten..”

Mihai Milea

Digital Strategy Manager - Tealium SME at Indegene

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“There are several positive aspects of the Tealium Customer Data Hub such as flexibility. For example, if you are using a different analytics tool, such as Google Tag Manager, and you decide to switch to Google Analytics, you need to migrate to another Tag Manager system. This migration can be costly in terms of money, time, and effort. However, with Tealium, you can easily switch between different analytics tools without being tied to a specific analytics partner.

On the other hand, finding talent with real experience in Tealium can be challenging because it is not the most common tool in the industry. Additionally, if you lack experience with Tealium, there are limited courses and online resources available, making it harder to find training materials and talent.

Overall, I rate the solution a seven out of ten..”

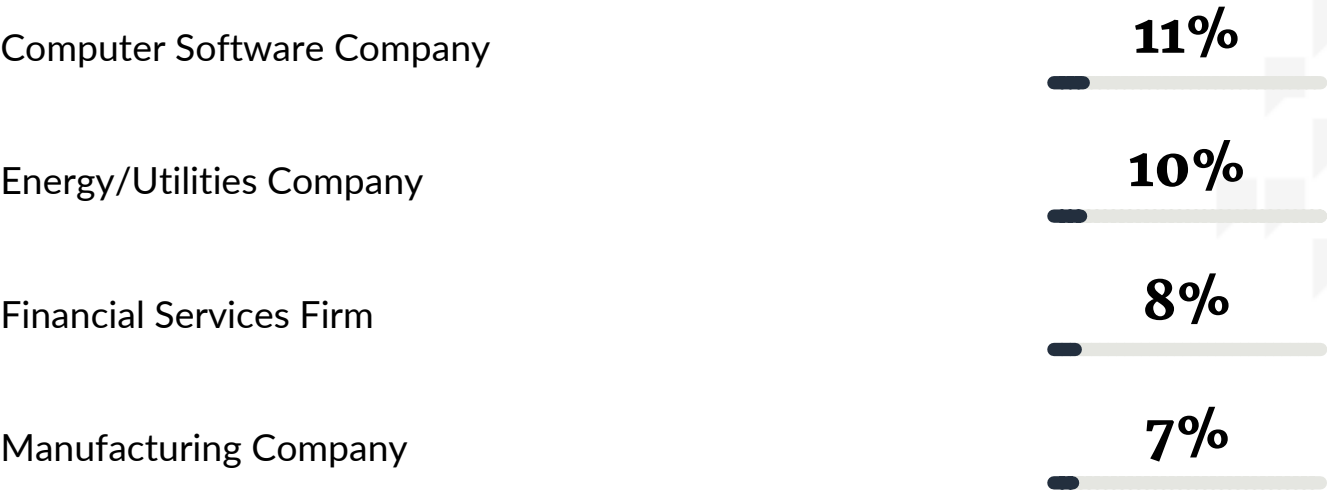
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Senior Digital Analyst at Accenture

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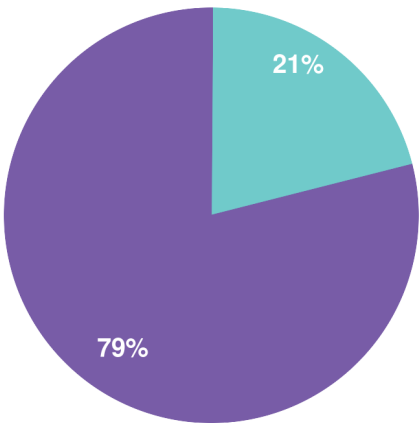
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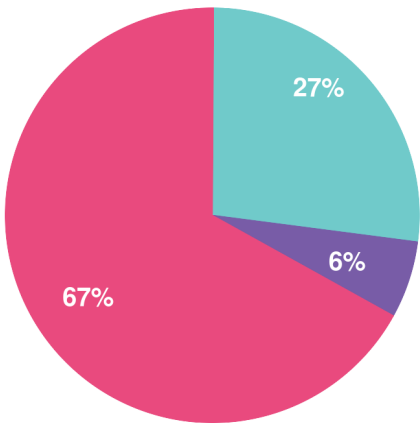


Company Size

by reviewers



by visitors reading reviews



Large Enterprise Midsize Enterprise Small Business

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